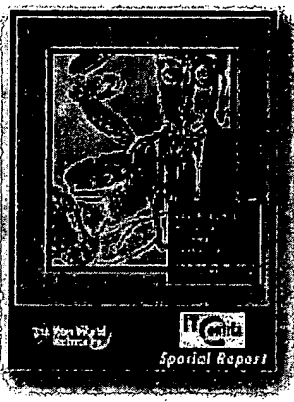# ITCentrix Special Report

New World IT - Practical Steps to Achieving e-Business Value

This ITCentrix position paper contains a special report which introduces the concept of the New World Data Center. Contained within it are practical guidelines to help your business achieve better value from it's IT investments.

The paper is downloadable as an Adobe Acrobat file (446Kb)

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Press Release

ITCentrix Announces Delivery of its SAN Value Tool

STILL RIVER, MA - November 1, 1999 - ITCentrix, a leading develo]
innovative IT decision support solutions, today announced it has begun s
2.0 of the SAN Value Tool. The software announced is a standalone, Wi
decision support application designed to help IT and Business Professior
business value of a SAN infrastructure. The tool, uses the ITCentrix Vah
to quantify value in three areas, including:

- o Cost Savings;
- o Availability Value;
- o The Value of Faster Application Deployment.

The software includes an easy-to-use front-end interface complete with c
functions to assist users in applying the Rapid Assessment Methodology
ITCentrix.The software presents an "apples-to-apples" business case for
different storage approaches including:

- o Distributed Storage - outside of a data center;
- o Collocated Storage - moved into a data center;
- o Basic SAN - involves rudimentary any-to-any connectivity t
  and I/O;
- o Enhanced SAN - includes more sophisticated volume and fa
  management in addition to other software functions;
- o Future SAN - is a fully enabled SAN offering with dynamic
  volume management in addition to a global file system.

The software was developed with inputs from Global 2000 and smaller c
and contains comparative industry information to allow customers to pre
benefits based on such factors as workload and complexity of environme
the software, ITCentrix used its database of storage customers that currer
more than 300 data points on storage management effectiveness within l;
medium sized organizations in the U.S. and Europe.

Commenting on the announcement, Dave Vellante, President of ITCentr
months we have gone from proof-of-concept to a fully operational, rever

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software tool. Our customers are pushing us to add new function at a fast
excited about the prospects of not only enhancing this software but apply
framework to new technology areas."

Version 2.0 of the ITCentrix SAN Value Tool currently is available to as
infrastructure in Unix and NT environments with future platforms expec
half of 2000.

About ITCentrix

ITCentrix is a pre-IPO software and services company founded in 1999 t
business and technology experts. The company develops powerful decisi
software and complimentary services to help its clients make *rapid*, high
decisions in their specific business context. ITCentrix has performed nur
assessments in Global 2000 and smaller organizations using its proprieta
Rapid Assessment Methodology to help companies avoid costs, improve
and accelerate time-to-market.

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ZD Studios' New World Network Conference Series Addresses the Changing Role Of The Data Center.
TEXT:
 New World Data Center Conference Offers a No-Nonsense Seminar For IT Decision Makers to Transform Their Data Centers for Increased e Business Value

NEEDHAM, Mass., Aug. 25 /PRNewswire/ -- Ziff-Davis announced today The New World Data Center Conference, an invaluable two-day conference designed to help IT Professionals increase their companies' business value by dramatically improving service levels and time-to-market. With the advent of the Internet and the growth of e-commerce, the role of the data center has changed from focusing on reducing operational costs to increasing business value to customers. This critical IT conference will be held October 4 -- 5, 1999 at the Boston Park Plaza Hotel, in Boston, Massachusetts.

"The growth of the Internet has put tremendous pressure on businesses to change -- and quickly," said Kim Myhre, vice president, ZD Studios. "The Web has become the new playing filed on which companies must compete. As a result, many organizations are now re-focusing their IT structure to create a 'new world' data center that will support the need of e-commerce. Traditional data center models must now be transformed into Web-enabled communications and transaction systems that are focused on interacting with customers. The New World Data Center Conference is specifically designed to help IT organizations make this transformation to increase e-business value."

The New World Data Center, the fifth offering in ZD Studio's New World Network Conference series, will bring together leading IT experts to share their insights, and provide education and practical methodologies to support data center transformation. Attendees to the New World Data Center Conference will hear first hand how to:
   -- Harness the power of the Internet
   -- Create new IT business value
   -- Reduce time-to-market for revenue-generating applications
   -- Leverage emerging outsourcing services
   -- Increase customer satisfaction

Industry experts will also be on hand to share their perspectives on how integral data centers are to their companies overall success. Keynote addresses will be presented by:
   -- Selby Wellman, senior vice president, Cisco Systems, Inc.
   -- Douglas Mow, vice president of Internet multi-media marketing, Qwest Communications

Speakers for the New World Data Center Conference include:
   -- Susan Almeida, co-founder & managing partner, Network Strategy Partners, LLC
   -- Jay Bretzman, netfinity strategy & market segment manager, IBM Corporation
   -- Paris Burstyn, director, telecommunications industries, International Data Corporation
   -- Thomas Flanagan, vice president, The Cordis Group
   -- David Floyer, founder & vice president/Research, ITcentrix
   -- Aaron Goldberg, executive vice president, ZD Market Intelligence

-- Gary Habermann, director/technical resources, Widener University
-- David Hill, senior analyst/storage & storage management, Aberdeen Group
-- Brian Jeffery, managing director, International Technology Group
-- Paul Johnston, director/strategic marketing, Cambridge Technology Partners
-- Jeffrey M. Kaplan, director/strategic marketing, International Network Services
-- John McConnell, president, McConnell Associates
-- James Metzler, Ph.D., president, The Metzler Group
-- John Morency, vice president/network business practice, Renaissance Worldwide
-- David Moschella, columnist and senior researcher, Computerworld
-- Art Petrella, network architect, Rosenbluth International
-- David P. Vellante, president, ITcentrix
    Cisco Systems, Inc., IBM and Qwest Communications are sponsors of the New World Data Center.
    The New World Networks Conference series was developed by ZD Studios and presented in conjunction with, ITcentrix, Interop, Inter@ctive Week and ZD Net. The Series is designed to help end-users, service providers, equipment vendors and content generators manage the challenges and opportunities presented by the transition form traditional voice-driven circuit-switched networks to data intensive packet-switched networks.
    For registration or additional information, contact Stacye Montez at 650-578-6831 or stacye_montez@zd.com . For more Conference information visit www.newworldnets.com.
    About ZD Studios
    As a division of ZD Events, ZD Studios is dedicated to creating custom marketing programs for IT marketers in addition to some of the most attended, and highly regarded conferences and seminars in the industry. These face-to- face solutions are developed by a vast resource of resident experts who have access to the global resources of Ziff-Davis including publishing, events, research, Internet, television and education as well as

the industry's most sought after experts, opinion makers, and celebrities. This flexibility, combined with a solid foundation of experience, places ZD Studios as a leader in developing successful, creative, face-to-face marketing programs for today's leading technology companies.
    About Ziff-Davis
    Ziff-Davis Inc. is a leading integrated media and marketing company focused on computing and Internet-related technology, with principal platforms in print publishing, trade shows and conferences, online content, television, market research and education. Ziff-Davis provides global technology companies with marketing strategies for reaching key decision-makers. Ziff- Davis has two series of common stock: one which is intended to track the performance of its Internet business ZDNet, and one which is intended to track the performance of the ZD Group, which includes print publishing, trade shows and conferences, education, market research and television businesses and an 83% retained interest in ZDNet.
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SIC CODES: 2721 (Periodicals)
NAICS CODES: 51112 (Periodical Publishers)
TICKER SYMBOLS: ZD
SPECIAL FEATURES: LOB; COMPANY